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Fleming's Flower Fields
Lincoln, Nebr.

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U. S. Department of Agriculture

"Modern Mums....



Osceola, University of Nebraska 1951

....for 1952"

White Cloud, University of Nebraska 1951





*Leshara, University
of Nebraska '52*

To Our Many Friends and Customers

We take much pleasure in presenting our newest listing of garden Chrysanthemums. Since the start of our mail order operations we have titled our lists "MODERN MUMS." This, we feel, is not an idle statement for last year in addition to growing many new sorts in our trials here, our unending search for the best new varieties caused us to travel over 5000 miles.

Once again the headliners in our offerings are the University of Nebraska varieties. Reports from many parts of the country have substantiated our statements about last year's introductions. We feel confident that the 1952 introductions will prove equally fine wherever they are grown. In addition to the Nebraska varieties we again offer the finest new ones from other leading hybridizers.

We sincerely wish to thank our many loyal customers for their continuing patronage. In appreciation, despite higher costs we are "holding the line" on prices to you. This year's introductions are priced no higher than newcomers in the past while earlier introductions again are reduced in price.

Yours for a successful gardening season,
Jim, Dave and Bob Fleming

— 1952 Introduction —

UNIVERSITY OF NEBRASKA

- ARAPAHOE** - Huge flowers, 3-5" in diameter without disbudding are produced in clusters of 3-5 flowers on long stems from bushy 36" plants. The color is a rich red shade with reddish bronze reverse. The petals are long and strap-like with a slight waviness which gives the flowers a pleasing informal character. Very frost tolerant- withstands temperatures as low as 25° without significant damage. September 15th. .75 each.
- LESHARA** - Heavily branched husky 30" plants covered with sprays of five to twenty-five 2-3" flowers from early Sept. on. The color is a very pleasing one, being mulberry red on opening, shading on age to a softer red with old rose overtones. The second color phase is a very lovely one which is especially liked by the ladies. Extremely frost tolerant. Fine for cutting. Pictured inside front cover. .75 each.

BRISTOL NURSERIES

- ALEX CUMMING** - A superb new variety from the last batch of seedlings produced by the late great hybridizer. Four inch incurved flowers of pure cerise softening to a pleasing rose shade on age. Oct. 1 \$1.00 each.
- SPINDRIFT** - Lovely double three inch flowers of white with creamy centers. Petals have a suggestion of cactus-like character. \$1.00 each.

DE PETRIS, INC.

- AVALON** - Formal pompon of a glowing bronze color. Resembles Mme Chiang Kai Shek but with better growth habit. October 1st. .75 each.
- BRIGADIER** - Large carmine red pompon. Good bushy plants, excellent dark green foliage, strong 24" stems for cutting. Oct. 1st. .75 each.
- ENTERPRISE** - Rich amaranth pink solid pompons on medium tall plants. Well suited for cutting. October 1st. .75 each.
- MOONLIGHT** - Vivid soft yellow formal decorative three inch flowers. Nicely shaped medium tall plants. Sept. 15th. .75 each.

 + One each of the above four, a \$3.00 value for \$2.60 +

FLORALANE NURSERIES

- PEACH QUEEN** - Large fully double decorative four inch flowers. Color if a lovely peach pink which deepens towards the center. Sturdy 30" plants, blooming in late Sept. .75 each.

DR. E.J. KRAUS

The two varieties below are the first of Dr. Kraus's seedlings from his new breeding program at Oregon State College.

- GOLDEHART - Large globular incurved flowers 4" in diameter of light primrose yellow when young. As flowers age the outer portions become white while centers remain yellow. Compact plants. Late Sept. .75 each.
- MALINDA BROWN - Fully double four inch flowers of globular form. Petals remain twisted even when flower is old. Color is a pleasing shade of lavender rose. Compact plants. Late Sept. .75 each.

+ THREE NEW GIANTS - Arapahoe, Peach Queen & Gold Heart for \$2.00 +

LEHMAN GARDENS

- BLUSHWHITE - A superior new spoon mum with blossoms of chalk white, overlaid soft lavender. Spoons & tubes of equal length. .75 each.
- GOLD SPOON - Large flowers of soft golden yellow shading to arolin yellow. Tubes and spoons of same color. Late Sept. .75=eachj>
- PUMPKIN SPOON - A most unique color. Flowers open Persimmon orange and age to safford yellow. Fine late Sept. cut flower. .75=each.
- *****
+ One of each of new spoons above, for \$2.00 +

CANADIAN GIANTS

A new group of large flowered sorts recently developed by A.F. Enberly which did well in Nebraska last year.

- GORGEOUS - Large pink flowers of fine quality with good petal texture. Strong stiff stems, 30" plants. Early Oct. .60 each.
- JULIET - Large rosy pink flowers with slightly incurving center petals. Erect plants. early october flowering. .60 each.
- ROSE 'O DAY - Compact plants covered with medium large bright rose pink flowers. Mid to late Sept. 1.00 each.
- PRIMROSE QUEEN - Exceptionally large, 4-5" ball shaped flowers of glistening primrose yellow. Early October. .75 each.
- SEPTEMBER CHARM - Mddium sized flowers of a bright, unfading salmon pink. Compact plants. Mid to late Sept. .60 each.
- THE SWAN - Huge white flowers made up of petals which are spoon-like and spiky on opening, later becoming broader. A very striking and unusual variety. Upright 30" plants. Early Oct. .75 each.

— Uni. of Neb. Mums —

- CODY - This variety is generally conceded to be one of the finest cushion mums existant. Flat topped 10-12" plants up to 40" across are loaded with two inch flowers from mid-July on. The color varies from swan white with rosy lavender edges in hot weather to a glistening violet in cool weather. The best summer flowering cushion. 0.50 each.
- E.H. HOPPERT - The finest large flowered summer mum. Flowers are of an unusual form with long strap-like petals which are prefectly whorled in the center. First blooms in July are light yellow while later flowers take on buff and bronze hues. Flowers 3-5" in diameter. .50 each.
- OSCEOLA (1951) Long stemmed three inch flowers of bright yellow during early blooming season which take on coppery overtones with the approach of cool weather. A mass of color from mid-August on. .60 each.
- PEARL PARKINSON - Large flowers with loosly whorled and twisted petals. Color varies from yellow with red flecks in early August to red with golden bronze reflections in cool weather. .50 each.
- PONCA - Attractive sprays of reddish purple flowers which resemble Ponpon Zinnias in form. A fine cut flower. Mid Sept. .50 each.
- SANTEE - Sprays of 2" double golden yellow flowers from mid-August on. Very frost tolerant. A fine cut flower. .50 each.
- TECUMSEH (1951) A superior cushion mum. Compact 12-15" mounds covered with two inch flowers. Color is an attractive erythrite red which shades to buff bronze with pinkish tones in hot weather. A real favorite with our visitors last year. Early August on. .60 each.
- W.P. SNYDER - One of the finest garden mums and certainly one of the most brightly colored. Clusters of tightly double 2-3" flowers of bright coppery apricot. Very frost tolerant. Early Sept. .50 each.
- WHITE CLOUD -(1951) The finest early white garden mum in all respects. Fully double 3-5" flowers of pure white on outside while inner petals and buds show creamy tints. A local mum fancier produced 6 to 7 inch flowers on 40" stems by disbudding to 6 to 8 single flowered stens per plant. Withstands 29° temperatures without damage. Mid August. on. Pictured on cover. .60 each.

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 + ELEVEN UNIVERSITY OF NEBRASKA MUMS +
 + Each of above plus Arapahoe and Leshara, a \$6.30 value for \$5.00 +
 +++++
 + NEBR. INDIAN MUMS - One each Arapahoe, Leshara, Tecumseh, Ponca, +
 +White Cloud and Cody (Indian fighter), \$3.70 value for \$3.00 ppd. +
 +++++

— Novelty Mums —

ANEMONES - QUILLS - SPOONS

- APRICOT SPOON (Lehman) Spoons of apricot rose, tubes of apricot bronze. Very frost tolerant. Late Sept. .50 each.
- ASHES OF ROSES (Reichert) A new Anemone-flowered gar den mum. Ray petals are a lovely ashes of roses shade while crested pin-cushion center is a bit lighter colored. Early October. .60 each.
- CANARY SPOON (Lehman) Double flowers with spoons and tubes of bright canary yellow. A fine early October cut flower sort. .50 each.
- GARNET SPOON (Lehman 1952) The finest red spoon ! Garnet red spoons reddish purple tubes and yellow centers. Sept. 25th. .60 each.
- ETHEL QUILL (Becker) Lovely 2" pompon flowers made up entirely of reddish purple quilled petals. Sept. 20th. Unique ! .60 each.
- GRAND CANYON (Coles 1951) Large pinwheel shaped flowers with spoon tipped tubular petals of magnolia purple to light Phlox purple. Early October flowering. .60 each.
- LAVENDER SPOON (Lehman 1951) Purple spoons, silvery lining and tubes. Very showy. Sept. 26th. .60 each.
- LOVELINESS (Lehman) Double flowers with carmine pink spoony petals. Very attractive. Sept. 25th. .50 each.
- PINK SPINNER (Becker) A new hardy quilled sort. Double flowers with tubular petals of rose pink which are interestingly whorled at the center of flower. Sept. 20th. .60 each.

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+ NOVELTY MUM COLLECTION +

+ One each of following: Apricot Spoon, Ashes of Roses, Blushwhite, +

+ Garnet Spoon and Pink Spinner, a \$3.05 value for \$2.60 +

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FOUR LARGE EARLY ENGLISH MUMS

- BRONZE PRECOSE - Four inch flowers of a rich bright bronze, low compact plants. Late August until heavy frosts. .50 each.
- PRECOSE SUPREME - Similar to above, rich purple shade. .50 each.
- ROSE PRECOSE - A lovely rose pink shade. Large flowers. .50 each.
- SALMON PRECOSE - Beautiful shade of warm salmon. Aug. .50 each.

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+ One each of above four, a \$2.00 list value for \$1.75 +

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Double Decorative Mums

ALERT (Becker) Double 3" flowers of rich unfading purple. Fine plant form
Excellent for cutting. Mid-Sept. .55 each.

ALLEGRO (DePetris) Glowing shrimp pink with coppery overtones. .45 each.

ANDREW (Becker 1951) Fully double three inch blooms of a soft red with
ashes of roses overtones. One of best early October sorts. .60 each.

ASHES OF ROSES (Wayside Gdns) Rare blend of iridescent shades of old
rose with salmon apricot overtones. Mid Sept. .60 each.

AUTUMN BEAUTY (Wallie's Gdns) Large 3-4" flowers of deep bronze shaded
with gold. 22" plants. Finest early September bronze. .60 each.

+ EXTRA- EARLY BLOOMERS +
+One each - Autumn Beauty, Dr. Longley, Gladness, Osceola, Prelude, +
+Tecumseh & White Cloud. A \$3.80 value for \$3.15 ppd. +

AZTEC GOLD (Kraus 1951) Large very frost resistant flowers of clear
lemon yellow. A fine late Sept. cut flower. .60 each.

BEACON (Lohman) Huge 4" flowers, coral apricot to flaming nasturtium
orange. A favorite with our visitors. Early Oct. .60 each.

BETTY - (Conard-Pyle) Bright rose pink, no mauve. Early Oct. .45 each.

CARNIVAL (Bristol) Brilliant combination of orange and bronze best
described as burnt orange. Truly outstanding. Early Oct. .50 each.

CECIL BEED (Wallie's Gdns) The finest early large pink. Three inch
flowers of bright rose pink. Sept. 1st. .60 each.

DR. LONGLEY (Longley) Three inch flowers borne singly on long stiff
stems of a lovely lavender pink. Late August. .50 each.

EDITH (Conard-Pyle) Three inch perfectly formed flowers of a stunning
aster purple. An outstanding newcomer. October 1st. .60 each.

+ GLAMOUR GIRLS COLLECTION - One each- Betty, Edith, Kathleen Lohman, +
+Myrtle Walgreen, Nina and Ruthann Lohman. A \$3.25 value for \$2.75 +

FASHION (Yoder 1951) Unique two toned blend of rosewood pink. A favorite
with the ladies. Fine cut flower. October 5th. .60 each.

FIRESIDE (Yoder 1951) Large flowers of burnt orange with bright
salmon overcast. October 10th. .60 each.

NEBRASKA INDIAN CHIEF MUMS - One each - Arapahoe, Loshara, Osceola,
Tecumseh, Santee and White Cloud. A \$3.80 value for \$3.00 ppd.

FLAXEN BEAUTY (Bristol 1951) Huge 4" flowers resembling Cactus Dahlias
 in a blend of peach, yellow and coral shades. Oct. 1st. .60 each.
 FORTUNE (Conard-Pyle) Massive 4" flowers, white with creamy centers.
 Splendid formal cut flower type. October 1st. .60 each.
 GOLDEN GOPHER (Kraus 1951) Rich golden yellow, cadmium orange towards
 the center. A very brightly colored variety. Sept. 20th. .60 each.
 GOLDEN HOURS (Kraus) Three inch stiff petaled flowers of deep lemon-
 chrome. Outstandingly good. Sept. 10th. .45 each.
 + + + + +
 + GOLDEN BEAUTIES - One each Golden Hours, Gold Heart, Golden Wonder +
 + Happy, Lee Powell and Osceola, a \$3.75 value for \$3.00 pkg. +
 + + + + +
 GRANDEUR (U.S.D.A. 1951) Large double white flowers pleasingly tinged
 with pink. Fine cut flower. Late Sept. .60 each;
 HAZELWOOD (Kraus) Double two inch flowers of light corinthian red
 darkening to jasper red at center. Early October. .50 each.
 HEARTSTRINGS (Wallie's Gdns) Three inch flowers of a delicate red
 with silvery overcast thus giving the flower a frosty appearance.
 Extremely floriferous. Early Sept. .60 each.
 HOLIDAY (Kraus 1951) Massive 4" flowers of bright orange gold with
 doned bronze centers. Superb late Sept. cut flower. .60 each.
 HUNTSMAN (Bristol) Large orange scarlet overcast walnut bronze.
 A top notch early october bloomer. .50 each.
 JAYEFF (Martin) Four inch fully double flowers of a glistening soft
 pink from mid Sept. on. Truly outstanding. .50 each.
 KATHLEEN LEHMAN (Kraus) Bright orange gold with deeper centers.
 Three inch flowers. Very frost tolerant. Late Sept. .50 each.
 LEE POWELL (Kraus 1951) A great favorite here last year. Large soft
 chinese yellow or orange yellow flowers with quilled petals.
 Husky upright 30" plants. September 25th. .60 each.
 + + + + +
 + CACTUS- FLOWERED MUIS +
 + One each - Flaxen Beauty, Lee Powell, Mayford Pink, Moonlight +
 + (longley), and Quilled Cushion. A \$2.75 value for \$2.35 +
 + + + + +
 LINELIGHT (Floralane 1951) Large fluffy informal flowers of soft
 primrose yellow with deeper centers. Sept. 20th. .60 each.
 MAGNIFICENT (Kraus) Double 4" flowers of plum red to rosy cardinal
 with coppery overcast. Sept. 20th. .50 each.
 MING (Kraus 1951) Large double chinese yellow to tangerine orange.
 Resembles a Calendula in form. Sept. 20th. .60 each.

MISTY MAID (Bristol 1951) Large loosely double shell pink flowers which soften to misty, cloudy white. Fine for cutting. Sept. 20. .60 each.
 + PASTEL SHADES - One each, Canary Wonder, Flzon Beauty, Leshara, +
 + Misty Maid and Pink Opal. A \$3.20 value for \$2.75 +
MOONBEAMS (Bristol) Large fluffy 4" flowers of softest primrose yellow. Strikingly lovely. October 1st. .60 each.
MOONLIGHT (Longley) Upright plants, shaggy white. Late Aug. .45 each.
MYRTLE WALGREEN (Kraus) An improved Chippewa. Large flowers of Amaranth purple. Sept. 25th. .50 each.
MAYFORD PINK (English) Large fully flowers of bright rose pink with gold centers and long spiky petals. Early October. .60 each.
NINA (Kraus 1951) Double 3" flowers of persian rose suffused with amber and darker in center. Sept. 15th. .60 each.
PATRICIA LEHMAN (Kraus) Large flowers of bright geranium pink with peach centers. Incurved ant twisted petals. A Must! Sept. 25 .60 ea.
PINK OPAL (Kraus 1951) Large pale persian rose overlaid with cream and with greenish tints at center. Sept. 25th. .60 each.
 + ALL SEASON CUT FLOWER COLLECTION - Arapahoe, Alert, Carmine Queen, +
 + Golden Hours, Osceola, Pink Opal, White Cloud. 4.15 val., \$3.40 ppd. +
PRELUDE (Kraus) Massive 4" flowers of flesh pink and maize yellow tones. One of showiest early sorts. Sept. 1st. - .50 each.
REMEMBRANCE (Kraus) Deep carmine red double flowers. A real favorite with our visitors. Sept. 20th. .55 each.
ROYAL GEM (U.S.D.A. 1951) Very double garnet red flowers with distinctly incurved petals. Long stiff stems for cutting. Late Sept. .60 each.
RUTHANN LEHMAN (Kraus) Immense 3-4" flowers, canary yellow. Compact plants. Truly outstanding. Sept. 15th. .55 each.
ROYAL ROBE (Kraus 1951) Massive 3-4" double flowers of a glowing, unfading beetroot purple. Late Sept. .60 each.
STARDOM (Wallie's gdns) 3" deep bronze atop 24" stems. Early Sept. 60 ea.
 + Wallie's Gardens Introductions - Early flowering. Autumn Beauty, +
 + Cecil Beed, Heartstrings, Stardom. A \$2.40 value for \$2.00. +
TAPESTRY (Bristol) Rich pink double decorative flowers with golden flush at center. Very profuse early Sept. variety. .50 each.

- SKI TRAIL (U.S.D.A. 1951) Large double ivory white pompons with stiffly incurving petals. Long stiff stems. Late Sept. .60 each.
- THANKSGIVING (U.S.D.A. 1951) Much branched plants with myriads of russet red flowers. Late Sept. .60 each.
- WAKU (Wyo. Hort. Field Sta.) Erect 18" plants with purest white flowers of an usual form. Strap like twisted petals are tightly whorled at the center. Early Sept. .50 each.
- YELLOW ERMINE (Floralane 1951) A lovely lemon yellow sport of Ermine. 2 to 3" ball shaped flowers, long stiff stems. Late Sept. .60 each.

— Cute Button Mums —

- ARGONNE (De Petris) Button pompons of rich amaranth purple. One of the best in this group. October 1st. .45 each.
- CHIQUITA (Kraus) The finest bright yellow pom button. A fine source of late Sept. cut flowers. .40 each.
- HONEYCOMB (Yoder) Fine yellow with coppery overtones. .45 each.
- MARQUITA (Floralane) A new sport of Rosita. Light bronze buttons with deeper centers and overall pinkish sheen. Sept. 20th. .60 each.
- MASQUERADE (Bristol) Trim compact plants loaded with ball shaped flowers of silver rose with deeper centers. A real favorite with our visitors. October. 1st. .60 each.
- PEPITA (Kraus) Compact bushes with eggshell white pom buttons with deeper centers. A profuse bloomer. Sept. 20th. .40 each.
- ROSITA (Kraus) Persian rose buttons. Companion to Pepita. .40 each.
- *****
- + BUTTON MUM COLLECTION - One each- Argonne, Honeycomb, Lemondrop, +
+ Marquita, Pepita and Rosita. \$2.90 value for \$2.50 +
- *****
- LEMONDROP (Lehman 1951) Hardy yellow button pompon with light greenish overtones at center. Compact plants. Early Sept. .60 each.

— Daisy Mums —

- BAMBOO (Yoder 1951) Large semi-double daisies of buff-orange. Very showy early October cut flower. .60 each.
- DUCHESS OF EDINBURGH (Perry) One of the new English Erubescens hybrids. Maroon red daisies. Husky plants. Early Sept. .50 each.
- NYTODA (De Petris 1951) Good sized duplex flowers of golden apricot. Long stemmed sprays of flowers in early to mid-October. .60 each.
- *****
- + DAISY COLLECTION - One each of above, \$1.70 value for \$1.45 +
- *****

Modern Poms

CANARY WONDER (Bristol 1951) Long stemmed sprays of soft yellow ball shaped pompons. Excellent for cutting. Sept. 25th. .65 each.

CARMINE QUEEN (De Petris) Long stemmed carmine red pompons. The finest in its class. A superb cut flower. Early October flowering. .55 each.

CHARLES NYE (Kraus) The well known rich yellow large pompon. .45 each.

DREAM GIRL (Floralane) Charming formal pompon of deep lavender. Excellent long stems, fine for cutting. Early Oct. .60 each.

GENERALISSIMO (Wayside) Perfectly formed 2" pompons of a lovely shade of magnolia purple. A perpetual visitors' favorite here. .55 each.

GENERAL BRADLEY (Corliss 1951) Blend of apricot, sea-shell pink and buff. Bushy plants. Early flowering. .60 each.

GENERAL MAC ARTHUR (Corliss 1951) Very attractive bushy plants loaded with coppery red flowers in early Sept. .60 each.

GENERAL MARSHALL (Corliss 1951) An exquisite harmony of deep old rose, purple and gold with buff reverse. Early. .60 each.

MILITARY MEN COLLECTION

+One of American generals plus Generalissimo, \$2.35 value for \$2.00 +

GOLDEN WONDER (Ladygo 1951) Bright golden yellow sport of Early Wonder. Buds and flowers occasionally flecked with bronze. Sept. 25 .60 each.

GOVERNOR DUFF (Conard-Pyle) Brilliant large pompons of orange bronze with golden orange reverse. Late Sept. .50 each.

LUCKY THIRTEEN (Becker 1951) Brilliant dandelion yellow ball-shaped pompons on bushy two-foot plants. Mid Sept. .60 each.

MARIONETTE (Yoder 1951) Small rust red pompons. Late Sept. .60 each.

MONA (De Petris) Large apricot bronze pompon. Fine long stems. .50 each.

MY LOVE (Becker 1951) Ball shaped pompo of white edged with purple. A fine cut flower. Visitors' favorite. Early October. .60 each.

RONNIE (Floralane) Bewitching wine red pompons with golden yellow centers. Long sprays. Very prolific bloomer. Early Oct. .50 each.

TANGO -(Becker 1951) Bronze gold ball shaped pompons. Mid Sept. .60 ea.

WHITE TOWER (Becker) The finest white pom. Long stiff stems, perfectly formed 2" ball shaped flowers. Sept. 20th. .50 each.

YELLOW CHRIS COLUMBUS (Neal 1951) Lovely lemon yellow sport of the superlative Chris Colubus. Long stems, Sept. 15th. .60 each.

MODERN POMPONS - Carmine Queen, Canary Wonder, Gov. Duff, Mona, My Love and Yellow Chris Columbus, \$3.40 value for \$2.85

— New Giant Hibiscus —

We are pleased to be able to offer plants, in limited quantities of several new Hibiscus varieties developed by J. Herbert Alexander. These new hybrids have shown themselves to be superior to the older sorts.

ALEXANDER'S RED - The largest red thus far, flowers measuring 7 to 9 inches in diameter. Plants grow five to six feet tall and are covered with bright rose red flowers in August and Sept.

Excellent for the rear of the perennial border. .75 each.

OLIVE BRIGGS - Pure glistening white with a very large and most conspicuous crimson center. Flowers 7-9" across. .75 each.

DAHLIATOWN ORCHID - A gigantic new mallow with 8 to 9" flowers.

Blossoms are white with lovely rich orchid-red eyes at center with orchid-lavender lines radiating from center. .75 each

MRS. J. HERBERT ALEXANDER - Huge flowers, 8-9" in diameter of pure white with rich crimson red eyes. Flowers are beautifully formed with wide overlapping petals. \$1.00 each.

+ **HIBISCUS SPECIAL** +

+ One each of above four, a \$3.25 value for \$2.85. +

QUANTITY DISCOUNTS ON MMS

The prices below will apply when 3 or more of a single variety of Chrysanthemum is ordered at same time.

<u>Each Price</u>	<u>Per Three</u>	<u>Each Price</u>	<u>Per Three</u>
\$0.40	\$1.00	\$0.60	\$1.50
0.45	1.15	0.65	1.75
0.50	1.25	0.75	2.00
0.55	1.40	1.00	2.50

A SPECIAL BONUS OFFER FOR CUSTOMERS

We would like to send our price lists to as many Corps Italian fanciers as possible. For that reason we are extending a special invitation to our customers to act as publicity agents for us. Invaluable space is given for names and addresses of gardening friends to whom you might enjoy receiving a copy of our "Master Gardener" for 1942. Obtain the names of the persons suggested by you placed an order with us to be filled then. All bonus plants to your order in the amount of 10% of their order.

NAME _____

STREET ADDRESS _____

CITY AND STATE _____

NAME _____

STREET ADDRESS _____

CITY AND STATE _____

NAME _____

STREET ADDRESS _____

CITY AND STATE _____

NAME _____

CITY AND STATE _____

STREET ADDRESS _____

NAME _____

STREET ADDRESS _____

CITY AND STATE _____

ORDER BLANK

FLEMING'S FLOWER FIELDS
3100 LEIGHTON AVE., LINCOLN, NEBRASKA

DATE _____

SHIP TO _____

STREET AND NUMBER _____

POST OFFICE _____ STATE _____

SHIPPING DATE _____ AMT. ENCLOSED _____

QUANTITY

DESCRIPTION

AMOUNT

TOTAL AMOUNT : _____

IMPORTANT ! Be sure that form is completed before mailing.

SEE OTHER SIDE FOR AN INTERESTING OFFER

Favorite Collections

NEBRASKA INDIAN CHIEFS

Our feature collection for this year. One each of the following University of Nebraska varieties: Arapahoe (52) Leshara (52), Osceola (51), Santee (50), Tecumseh (51), and White Cloud (51). A \$3.80 list value for \$3.00 postpaid.

1952 SUPER-EIGHT

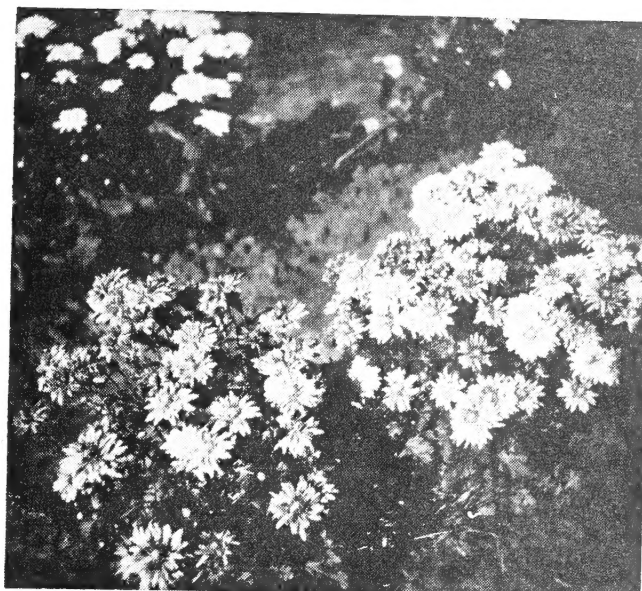
Our new ultra modern collection made up entirely of 1952 introductions. One each of the following: Alex Cumming, Arapahoe, Avalon, Gold Spoon, Leshara, Moonlight, Pumpkin Spoon and Rose O' Day. A \$6.50 value for \$5.00 postpaid.

MODERN SPOON MUMS

One each of the following: Apricot Spoon, Blushwhite (52), Garnet Spoon (51), Gold Spoon (52), Grand Canyon (51), and Pink Spinner. A \$3.75 value for \$2.00 postpaid.

MODERN CUSHION MUMS

One each of the following: Cody, Fuchsia Fairy, Happy, Joybringer, Powder Puff, Quilled Cushion and Tecumseh. A \$3.80 list value for \$3.00 postpaid.



Osceola

LAST YEAR'S FAVORITES

One each of the following: Andrew, Beacon, Canary Wonder, Edith, Lee Powell, Patricia Lehman and White Cloud. A \$4.25 list value for \$3.35 postpaid.

SURPRISE COLLECTION

One each of ten fine varieties, our choice, carefully labeled. List value will be about \$5.00 for \$3.25 postpaid.



Cecil Beede

IMPORTANT!

Read carefully the terms of sale below, before ordering.

1. Cash with order please.
No C.O.D.
2. Orders for \$3.00 or more will be prepaid. Orders for lesser amounts should be accompanied by an additional 25¢ to help defray cost of transportation.
3. Minimum order which will be accepted is \$2.00.

"Modern Mums....for 1952"



Featuring the University of Nebraska Mums

FLEMING'S FLOWER FIELDS

3100 Leighton Ave. - Lincoln, Nebraska

Sec. 34.66 P.L. & R.

Library
U.S. Dept. of Agr.
Washington, 8, D.C.